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Date: January 3, 2005

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CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted on January 3, 2005 to the U.S. Patent and Trademark Office at (703) 872-9306.

Signed: 

Jung-hua Kuo

Sender: Jung-hua Kuo, Reg. No. 41,918

Re: U.S. Patent App. No. 09/398,612
Entitled: Method and Apparatus to Determine and Use Audience Affinity and Aptitude
Attorney Docket Number: ENONP005

Pages: 6 (including this facsimile cover page)

To: Patent and Trademark Office, Office of Petitions
Fax No.: (703) 872-9306

MESSAGE:

Attached are:

(1) Revocation of Prior Powers and New Power of Attorney by Assignee" (5 pages).

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JAN 03 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICEIn re the application of:
Hejna, Jr.

Application No: 09/398,612

Filed: September 16, 1999

Title: Method and Apparatus to Determine
and Use Audience Affinity and Aptitude

Attorney Docket No. ENONP005

Examiner: Armstrong, A. A.

Group Art Unit: 2654

**REVOCATION OF PRIOR POWERS AND
NEW POWER OF ATTORNEY BY ASSIGNEE,
STATEMENT UNDER 37 C.F.R. 3.73(b)**Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Enounce, Inc. (hereinafter referred to as "assignee"), a California corporation having a place of business at 2666 East Bayshore Road, Palo Alto, CA 94303, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the above-referenced patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

In accordance with 37 CFR 3.73, the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed, a true and correct copy of which is attached hereto, that title is in the assignee seeking to take this action to the best of assignee's knowledge and belief, and understands that this assignment document was recorded in the U.S. Patent and Trademark Office at Reel 010260, Frame 0602.

Pursuant to 37 C.F.R. §§1.36 and 3.71, as assignee of record of the entire interest of the above-identified patent application, the assignee hereby revokes all powers of attorney previously given and appoints **Jung-hua Kuo, Reg. No. 41,918** with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Please send all correspondence for this application as follows:

CUSTOMER NUMBER 23689

Jung-hua Kuo
Attorney at Law
P.O. Box 3275
Los Altos, CA 94024

Please direct any calls to Jung-hua Kuo at (650) 988-8070.

Assignee of Interest:

Enounce, Inc.
2666 East Bayshore Road, Palo Alto, CA 94303

Date Nov 23, 2004

By: 

Name: Donald J. Hohna, Jr.
Title: President



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

DECEMBER 13, 1999

PTAS

MICHAEL B. EINSCHLAG
25680 FERNHILL DRIVE
LOS ALTOS HILLS, CALIFORNIA 94024



101154956A

UNITED STATES PATENT AND TRADEMARK OFFICE
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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 09/16/1999

REEL/FRAME: 010260/C602
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
HEJNA, DONALD J., JR.


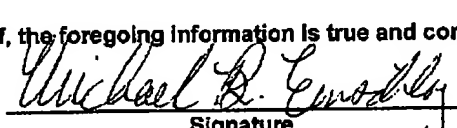
DOC DATE: 09/16/1999

ASSIGNEE:
ENOUNCE, INC.
2666 EAST BAYSHORE ROAD
PALO ALTO, CALIFORNIA 94303

SERIAL NUMBER: 09398612
PATENT NUMBER:

FILING DATE: 09/16/1999
ISSUE DATE:

ALLYSON PURNELL, EXAMINER
ASSIGNMENT DIVISION
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Form PTO-1595 (REV. 6-93) OMB No. 0651-0011(exp. 4/94) 09-27-1999 09-16-99 Tab Settings		09-27-1999  101154956		SHEET U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office	
To the Honorable Commissioner					
1. Name of conveying party(ies): Donald J. Hejna, Jr. Additional name(s) of conveying parties(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			2. Name and address of receiving part(ies) Name: <u>Enounce, Inc.</u> Internal Address: _____ Street Address: <u>2666 East Bayshore Road</u> City: <u>Palo Alto</u> State: <u>CA</u> Zip: <u>94303</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
3. Nature of Conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>9/16/99</u>			4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: <u>9/16/99</u> and <u>09/398612</u> A. Patent Application No.(s) B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
5. Name and address of party to whom correspondence concerning the document should be mailed: Name: <u>Michael B. Einschlag</u> Internal Address: _____ Street Address: <u>25680 Fernhill Drive</u> City: <u>Los Altos Hills</u> State: <u>Calif.</u> Zip: <u>94024</u>					
6. Total number of applications and patents involved: <input checked="" type="checkbox"/> 0 <input checked="" type="checkbox"/> 1 7. Total fee (37 CFR 3.41) \$ <u>40.00</u> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account			8. Deposit account number: _____ (Attach duplicate copy of this page if paying by deposit account)		
9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. <div style="display: flex; justify-content: space-between; align-items: flex-end;"><div style="width: 30%;">Name of Person Signing: <u>Michael B. Einschlag</u></div><div style="width: 30%; text-align: center;"> Signature</div><div style="width: 30%; text-align: right;"><u>September 16, 1999</u> Date</div></div> <div style="text-align: right; margin-top: 10px;">Total number of pages including cover sheet, attachments, and document: <input checked="" type="checkbox"/> 0 <input checked="" type="checkbox"/> 2</div>					

ASSIGNMENT

WHEREAS, I, Donald J. Hejna, Jr., a citizen of the United States of America residing at 272 Del Monte Avenue, Los Altos, Calif. 94022, U.S.A., ASSIGNOR,

am the inventor of the invention in an application for a Patent of the United States entitled:

Method and Apparatus to Determine and Use Audience Affinity and Aptitude

the declaration for which I executed on Sept 16th, 1999; and

WHEREAS, ENOUNCE, INC., a corporation of the State of California having a place of business at 2666 East Bayshore Road, Palo Alto, California 94303, U.S.A., ASSIGNEE,

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16th day of September, 1999.


Donald J. Hejna, Jr.